Practicum in Global Business Environments

Understanding the WCSU-SIAS Partnership
Overview

- Timeline of Practicum in Global Business Environments
- Background – Brief overview of the ‘China Initiative’
- Highlights from WCSU-SIAS Student-Industry Collaborations, Spring 2006 – Fall 2007
- Highlights from China Trips, Summer 2006 & 2007
- WCSU-SIAS Collaborations Growing Beyond the Ancell School of Business
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<tr>
<th>Time</th>
<th>Focus</th>
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<td><strong>Spring 2006</strong></td>
<td>1. 1st WCSU China Forum: Open to Students, Faculty / Staff / Administrators.</td>
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<td>3. Real-Time, Formal Student Team Presentations to Key Stakeholders in China and U.S. via Video Conference. Completion of Module One, Strategic Marketing Plan</td>
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<td><strong>Summer 2006</strong></td>
<td>1. Delegation from WCSU visits SIAS International University; together present to Zhengzhou Yutong Bus Company Joint Strategic Marketing Plans completed by WCSU-SIAS Student Teams</td>
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<td>2. Discuss and Design Co-Curricula for fall 2006 (Marketing MBA) and spring 2007 (Marketing Senior-Level Undergraduate Capstone) Student-Industry Collaboration</td>
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<td>3. Initial Discussion on Forming Joint Research Centers between the Two Universities</td>
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<td><strong>Fall 2006</strong></td>
<td>1. 2nd WCSU China Forum: Open to Students, Faculty / Staff / Administrators, and Business Community. SIAS participates via video conference.</td>
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<td><strong>Module Two</strong></td>
<td>2. Student-Industry Collaboration between WCSU MBA students and SIAS senior-level undergraduate business / English majors (writing thesis) working together on writing cases on Zhengzhou Yutong Bus Company Seeking Growth Through International Expansion into the US Market – Module Two, Case Study.</td>
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| **Spring 2007**  | 1. Completion of Student-Industry Collaboration with Zhengzhou Yutong Bus Company with submission to company of a formal strategic marketing plan for entrance into two segments within the US bus industry.  
2. Real-Time, Formal Student Team Presentations to Key Stakeholders in China and U.S. via Video Conference. Completion of Module Three, Strategic Marketing Plan  
3. Student-Industry Collaboration with Carl’s Jr, initiated by SIAS, written by WCSU capstone business MBA students, exploring growth options in the Chinese market.  
4. Formal Student Team Presentations to Key Stakeholders. Completion of Module Four, Strategic Business Plan.                                                                                     |
| **Module Three & Four** |                                                                                                                                                                                                 |
| **Summer 2007** | 1. Delegation from WCSU visits SIAS International University (including participating WCSU students); Representative members of WCSU & SIAS student teams present to Zhengzhou Yutong Bus Company Strategic Marketing Plans completed by WCSU-SIAS Student Teams  
2. Worked on-site at SIAS to Discuss and Design Co-Curricula for fall 2007 (MBA) and Spring 2008 (Undergraduate Capstone) Student-Industry Collaboration  
3. Plan for next steps in partnership involving collaborative ‘real-time’ international projects / cases within various business disciplines / courses.  
4. WCSU music students / faculty traveled together with WCSU faculty / students to SIAS, where WCSU music students worked with SIAS music students to produce / perform an opera for the homecoming ceremonies held at SIAS campus. |
| **Fall 2007**    | 1. Student-Industry Collaboration between WCSU MBA students and SIAS senior-level undergraduate business / English majors working together on writing cases on our client organization, a U.S.-based company, Staples, Inc, Exploring Growth Opportunities in the Chinese Market – Module Four, Case Study.  
| **Module Five**  |                                                                                                                                                                                                 |
Background – Brief overview of the ‘China Initiative’

Fall 2005

• Dean Allen Morton and Sean Chen (CEO and Founder of SIAS) meet and discuss relationship possibilities between the two Universities.

• Sean Chen visits WCSU to meet with University and Ancell Business School Officials/Faculty/Staff.

• Ancell Business School Officials/Center for Business Research maintains communication with various SIAS University Officials, discussing possibilities for working together.
Background – Brief overview of the ‘China Initiative’

Winter 2005

• The Ancell Business School / Center for Business Research work to put in place first Student-Industry Collaboration between the two Universities.

• First WCSU China Forum to inform / educate WCSU officials / faculty / staff and students on Chinese culture / customs / business / economy / etc.
Background – Brief overview of the ‘China Initiative’

Spring 2006

• The Ancell Business School/Center for Business Research work to put in place second Student-Industry Collaboration between the two Universities.

• Second WCSU China Forum to inform/educate Greater Danbury Business Community and WCSU officials/faculty/staff and students on Chinese culture/customs/business/economy/etc and business opportunities.
Highlights from WCSU-SIAS Student-Industry Collaborations

Spring 2006
- Senior-Level Marketing Capstone Course, pilots student-industry collaboration between WCSU and SIAS, writing a strategic marketing plan for a Chinese Bus Manufacturer (Zhengzhou Yutong) exploring growth options through international expansion into the US market.
- Formal student team presentations to relevant stakeholders in China and U.S. via video conference.
Highlights from China Trip, Summer 2006

Summer 2006:
Faculty Working Together to

• Establish a Joint Research Center between WCSU and SIAS International University

• Design Co-Curriculum for Fall 2006 Student-Industry Collaboration, Modular Two with Yutong

• Open Up Opportunities for Cross-Discipline Student-Industry Collaborations, Mini Case Studies, etc., for Finance, Accounting, Management, MIS, Marketing, and JLA.

*Left to Right:* President Schmotter (WCSU) and CEO and Founder Shawn Chen (SIAS) signing joint partnership agreement between the two universities.
Highlights of Summer Trip to SIAS International University, Welcoming Ceremony

SIAS Band Leading Off Welcoming Ceremony for WCSU Delegation

WCSU’s President Schmotter with SIAS Founder Shawn Chen
SIAS International University
Campus, Summer 2006

President Schmotter with two SIAS students wearing WCSU shirts and hats given as gifts
Teams of WCSU-SIAS students worked together writing an in-depth case study for Zhengzhou Yutong Bus Manufacturer with a strategic focus on growth within the U.S. market.

Culmination of a semester of joint learning was the submission of the joint team’s written case study with teaching note to an annual competitive student case writing competition.
Highlights from WCSU-SIAS Student-Industry Collaborations, Spring 2007

- Teams of WCSU-SIAS undergraduate students worked together completing the strategic marketing plan for Zhengzhou Yutong Bus Manufacturer with a strategic focus on growth within the U.S. East Coast Shuttle Bus or Tour Bus Market (Large Metropolitan Areas).

- Culmination of a semester of joint learning ended in presentation of marketing plans to Zhengzhou Yutong executives, WCSU executives in-residence, WCSU & SIAS Deans / Career Development Personnel / Faculty / Staff.
Strategic Marketing Plan
for
Zhengzhou Yutong Bus Company
http://www.yutong.com

Marketing Management, MKT 490
Capstone Undergraduate Marketing Course
Ancell School of Business, WCSU
http://www.wcsu.edu/asb/mkt/
Dr. Karen L. Koza

Student-Industry Collaboration with
SIAS International University
Xinzheng City, Henan
The People’s Republic of China
http://en.sias.edu.cn/

Co-Sponsored through
The Joint Research Centers:
Center for Business Research
Ancell School of Business, WCSU
http://www.wcsu.edu/cbr/
&
Center for Business Research
SIAS International University

Team: Give Team Name

Student Teams
Formally Present
Strategic Marketing Plans to Client Company,
Zhengzhou Yutong Bus Company on
May 29th 2007
- via
Video Conference
SIAS International University – WCSU’s Sister University in China

Summer 2007 China Trip
Formally Establishing Joint Research Centers
Picture of members of Joint Research Center and WCSU-SIAS student teams, Summer 2007
Summer 2007 China Trip

The Joint Research Centers: WCSU & SIAS Personnel
Summer 2007 China Trip

Official Signing of Documents
Joining the Two Research Centers
WCSU Students Meeting SIAS Students

Members of the WCSU-SIAS Student Teams Participating in the Spring 2007 Student-Industry Collaboration, Where Student Teams Wrote Strategic Marketing Plans for Zhengzhou Yutong Bus Manufacturer
Summer 2007 China Trip

Visit to Our Client Company – Zhengzhou Yutong Bus Manufacturer
Formal Presentation of Marketing Plans to Zhengzhou Yutong Executives by Student Team Members
Factory Tour of Summer 2007

China Trip

Factory Tour of Zhengzhou Yutong Bus Manufacturer
Summer 2007 China Trip

Factory Tour of Zhengzhou Yutong Bus Manufacturer
Visit to Rebecca Hair Manufacturer: Rebecca Hair Supplies approximately 75% of all wigs purchased in the US
WCSU-SIAS Collaborations Growing Beyond the Ancell School of Business, Summer 2007

WCSU-SIAS Music Students Performing ‘Pirates of Penzance’ at the SIAS Homecoming Day Opening Ceremonies, Summer 2007

Ancell Business School Students / Faculty / Staff with Music Department Students / Faculty at Tiananmen Square
Two of the Many Highlights of Summer 2007 Trip: The Great Wall and The Forbidden City
Highlights from WCSU-SIAS Student-Industry Collaborations, Fall 2007 (currently in progress)

2007-2008 Student Case Writing Competition

- Teams of WCSU-SIAS students are currently working together writing an in-depth case study for Staples, Inc with a strategic focus on growth within the Chinese market.
  
  ➢ Culmination of a semester of joint learning will be the submission of the joint team’s written case study with teaching note to an annual competitive student case writing competition.
Partnering through Joint Collaborations

WCSU Team 1

STAPLES
that was easy
Partnering through Joint Collaborations

WCSU Team 2

[Image of three people and a map of China]
Partnering through Joint Collaborations

WCSU Team 3
Partnering through Joint Collaborations

WCSU Team 4
Partnering through Joint Collaborations

WCSU Team 5

that was easy!